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* **IN THE HIGH COURT OF DELHI AT NEW DELHI**

+ **CS(COMM) 462/2026**

AMAN GUPTA

.....Plaintiff

Through: Ms. Diya Kapur, Senior Advocate with
Mr. Nakul Gandhi, Mr. Mujeeb, Mr.
Siddhi Sahoo, Mr. Gurdeep Singh, Mr.
Raghav Kumar and Mr. Naibedya
Amrit Dash, Advocates.

versus

JOHN DOE/ASHOK KUMAR AND ORS.

....Defendants

Through: Mr. Varun Pathak, Ms. Sana Banyal
and Mr. Debditya Saha, Advocates for
D-3.

Ms. Mamta Rani Jha, Mr. Rohan
Ahuja, Mr. Shruttima Ehersa and Mr.
Ankit Tripathi, Advocates for D-
4/Google LLC.

Mr. Satya Ranjan Swain, CGSC with
Mr. Naveen, GP and Mr. Kautilya
Birat, Advocate for D-5 and D-
46/UOI.

Mr. Devvrat Joshi, Mr. Pushpit Ghosh
and Mr. Angad Makkar, Advocates for
D-19.

CORAM:

HON'BLE MR. JUSTICE TUSHAR RAO GEDELA

ORDER

07.05.2026

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I.A. 12191/2026 (Additional Documents)

1. The present application has been filed on behalf of the plaintiff under Order XI Rule 1(5) of the Code of Civil Procedure, 1908 (hereinafter referred to as 'CPC') as applicable to commercial suits under the Commercial Courts Act, 2015 (hereinafter referred to as 'CC Act') seeking leave to place on

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record additional documents.

2. The plaintiff is permitted to file additional documents in accordance with the provisions of the CC Act and the Delhi High Court (Original Side) Rules, 2018.

3. Accordingly, the application stands disposed of.

I.A. 12764/2026 (Additional Documents)

4. The present application has been filed on behalf of the plaintiff under Order XI Rule 1(5) of the CPC as applicable to commercial suits under the CC Act seeking leave to place on record additional documents.

5. The plaintiff is permitted to file additional documents in accordance with the provisions of the CC Act and the Delhi High Court (Original Side) Rules, 2018.

6. Accordingly, the application stands disposed of.

I.A. 12188/2026 (Pre-Institution Mediation)

7. This is an application filed by the plaintiff seeking exemption from instituting pre-litigation Mediation under Section 12A of the CC Act.

8. As the present matter contemplates urgent interim relief, in light of the judgment of the Supreme Court in *Yamini Manohar vs. T.K.D. Keerthi: (2024) 5 SCC 815*, exemption from the requirement of pre-institution Mediation is granted.

9. The application stands disposed of.

I.A. 12189/2026 (Seeking permission to file lengthy list of dates and synopsis)

10. This is an application filed on behalf of the plaintiff under Section 151 of CPC seeking permission to file lengthy list of dates and synopsis.

11. Exemption allowed, subject to just exceptions. However, the lengthy list of dates and synopsis be taken on record.

12. The application stands disposed of.



I.A. 12190/2026 (Seeking Additional time to file Court fees)

13. The present application has been filed by the plaintiff under Section 149 read with Section 151 of CPC, seeking exemption from payment of Court Fees at the time of the filing of the suit.

14. Considering the submissions made in the present application, an extension of four weeks is granted to affix the requisite court fees.

15. The application stands disposed of.

I.A. 12187/2026 (Order XXXIX Rules 1 & 2, CPC)

16. Present application has been filed on behalf of the plaintiff under Order XXXIX Rules 1 & 2 of CPC, 1908 seeking *ex-parte ad-interim* injunction against the defendants.

17. Plaintiff claims to be a well-known Indian entrepreneur, Chartered Accountant, Investor, Public Speaker and a Panel Investor (commonly known as “Shark”) on the television program “Shark Tank India”. He claims to be a judge investor on the aforesaid show for the last five years continuously. Plaintiff also is a co-founder of boAt Lifestyle operating under Imagine Marketing Indian Pvt. Ltd. Plaintiff states to have been appointed as a Director and the Chief Marketing Officer of the said company in the year 2016 and continued in the same position till September, 2025. Plaintiff continues to be associated with the said company in the capacity of a Director. Presently, Plaintiff claims to be the founder and chief executive officer of OFF/BEAT which was launched on 03.03.2026.

18. Plaintiff claims to be the registered proprietor or trademarks “*Hum Bhi Bana Lenge*” bearing trade mark no.5764901 and “DOWN, BUT NOT OUT!” bearing trade mark no.5764905 duly registered under Class 25 and 41 respectively. The boAt is claimed to be India’s no.1 audio wearable brand as per the International Data Corporation. Plaintiff claims that through his entrepreneurial ventures, public appearances, business engagements and



media presence, he has established himself as a leading business personality and a youth icon. Plaintiff claims wide recognition as a public personality by virtue of his role as an investor on the television program SHARK TANK INDIA aired on SONY LIV for the last more than five successful seasons. Plaintiff claims that under his guidance and leadership coupled with the vision boAt has grown into a widely recognized consumer technology brand of international repute within a short span. Plaintiff claims that the financial statements disclose revenue from operations amounting to Rs.3,07,327.7/- lakhs and total income amounting to Rs.3,09,781.4/- lakhs. In the audio segment the revenue is claimed to be Rs.25,86,040/- lakhs. Plaintiff claims that the stellar success of boAt is on account of his leadership and visionary attributes. In para 14 of the plaint the plaintiff has set out details of companies in which he has made investments.

19. Plaintiff claims to be an active angel investor, mentor and philanthropist and has represented Indian entrepreneurship at several international platforms apart from being among the Indian entrepreneurs invited to participate in international events as part of special business delegation accompanying the Prime Minister in Paris. Apart from the above, the plaintiff also participated in a global collaboration at the United Nations Global Summit (SHARK TANK SPECIAL) as the official representative of the television program SHARK TANK INDIA. Plaintiff claims that these international engagements demonstrate the growing global recognition, credibility and goodwill reinforcing the commercial and reputational value associated with his name, likeness and persona. Plaintiff was engaged by Flipkart in the year 2025 for the campaign title “*Kuch Bhi Ho Sakta Hai!*” apart from being engaged as a brand ambassador in 2026 for “Go Kwik (digital marketing company)”. He also featured on season 9 of the series “Where The Heart Is” produced by Asian Paints. A list of awards and



recognitions are enumerated in para 20 of the plaint and are extracted hereunder:

Sr. No.	Year	Award / Recognition	Awarding Body / Category
1	2024	Celebrity Creator 2024	Government of India
2	2021	ET 40 Under 40	The Economic Times
3	2019	Businessworld Young Entrepreneur	BW Businessworld
4	2019	Entrepreneur India Tech 25 Class of 2019	Entrepreneur India
5	2021	Forbes Business Tycoon 2021	Forbes
6	2022	Entrepreneur of the Year 2022	Entrepreneur Media Inc.
7	2020	IAMAI Super 30 CMO of 2020	Internet and Mobile Association of India (IAMAI)
8	2020	IAMAI Entrepreneur of the Year 2020	Internet and Mobile Association of India (IAMAI)
9	2020	40 Under 40 – 2020	BW Businessworld
10	2021	Top 5 Headphone Brand (boAt) – IDC Q4 2020 and Q1, Q2, Q3 & Q4 2021	IDC
11	2021	India's No. 1 Smartwatch Brand – Counterpoint Q4 2021	Counterpoint Research
12	2022	Forbes Outstanding Start-Up of the Year 2022	Forbes India
13	2022	Pitch CMO of the Year 2022	Pitch Magazine



14	2021 – 2022	Cover Feature (August 2021 and May 2022)	Entrepreneur India
15	2022	Cover Feature (March 2022)	Forbes India
16	2024	Cover Feature (January 2024)	Business Today
17	2021	LinkedIn Top 25 Startups 2021	LinkedIn
18	2022	Retailer India Entrepreneur of the Year 2022	Retailer India
19	2022	IAMAI D2C Entrepreneur of the Year 2022	Internet and Mobile Association of India (IAMAI)
20	2022	GQ Man of the Year & 35 Most Influential 2022	GQ India
21	2021	Lokmat Most Stylish Entrepreneur 2021	Lokmat Media Group
22	2022	Pinkvilla Entrepreneur of the Year 2022	Pinkvilla
23	2025	Most Stylish Entrepreneur 2025	Elle India
24	2025	Bharat Ke 9 Ratan 2025	Navbharat Times
25	2025	Most Stylish Entrepreneur 2025	Hindustan Times

20. From para 21 onwards to para 37 the plaintiff has given details of the entities arrayed as defendants in the present suit.

21. Plaintiff claims to enjoy substantial online presence which is reflected in para 39 demonstrated by the Instagram having approximately 1.7 million followers with the user name @boatxman; LinkedIn with over 3 million followers with user name Aman Gupta; X (formerly Twitter) with 3.28 lakh



followers with the user name @amangupta0303 and Fan Pages with approximately 2,700 followers in more than 20 accounts.

22. On the basis of the aforesaid, plaintiff claims substantial goodwill, influence and public reputation as one of the leading entrepreneurs in India. Edified on the above, plaintiff claims that any unauthorized use of the name, voice, image, likeness, manner of speech and other characteristics or attributes that are uniquely identifiable and exclusively associated with the plaintiff clearly infringe his personality/public rights. Plaintiff states that various aspects of his personality which are protectable are set out in para 41 and are extracted hereunder:

- a. the goodwill and reputation associated with him;
- b. his name, initials, and related identifiers;
- c. his distinct physical appearance, image, photographs, caricature;
- d. his unique voice, including his distinct tone, style, and articulation, taglines;
- e. unique style of delivery and mannerism;
- f. any other distinctive characteristic, attribute, expression, or trait that contributes to the plaintiff's overall personality and by which he is recognised by the public at large

23. Plaintiff also claims that the audience and the general public associate the plaintiff with several of his catch phrases such as “*Hum bhi bana lenge*”, “*Haar industry m ek gunda hota h aur is industry k gunde hum h*”, “*MBA matlab maal bechna aata hai*”, “*Do what floats your boat*”, “*Why fear when Aman is here*”, “*Haan mei de dunga, tu tension mat le*” and “*Down, but not out*”.

24. The plaintiff has set out in detail large number of infringement activities across most of the defendants in the plaint, however, since the references to such alleged infringement runs over many paragraphs, this Court



has concised the infringement activities which violate his personality/publicity rights as under :

- a) commercial endorsements, event booking listings falsely portraying the Plaintiff as a guest or participant;
- b) sale and promotion of unauthorized merchandise;
- c) deployment of AI-based chatbots impersonating the Plaintiff;
- d) circulation of pornographic links, GIFs and other objectionable content;
- e) impersonation of Plaintiff on Instagram; and
- f) publication of purported contact details of the Plaintiff, constitute a gross and continuing infringement of the Plaintiff's proprietary and personality rights.

25. The plaintiff claims that the unauthorized listings on defendant no.6 to 11's websites demonstrate a systematic and widespread misappropriation of the plaintiff's name, image, persona, and commercial identity across multiple digital platforms, by falsely portraying the plaintiff as available for paid speaking engagements and event appearances. The said websites are unlawfully monetizing the plaintiff's reputation and goodwill while misleading the public into believing that such services are officially authorised by the plaintiff. It is stated that such acts constitute infringement of the plaintiff's personality and publicity rights, passing off, and unjust enrichment. The alleged impugned content is collated in para 66 of the plaint.

26. The plaintiff further claims that various third-party sellers and commercial entities are engaged in the unauthorized manufacture, advertisement, distribution, and sale of merchandise bearing the plaintiff's name, image, likeness, catchphrases, and other distinctive elements, including registered trademarks such as "*Hum Bhi Bana Lenge*" and "Down, but not out". It is stated that this unauthorised commercialisation results in unjust



enrichment, dilution of the plaintiff's exclusivity, and irreparable harm to reputation and financial interests. A table enlisting the impugned content is mentioned in para 68 of the plaint.

27. The plaintiff states that multiple unauthorized chatbot services are using the plaintiff's name, image, likeness, and brand association, including references to the plaintiff's company boAt, to falsely portray affiliation or endorsement and that these services are impersonating the plaintiff, causing confusion and posing a risk of deception and misinformation.

28. The plaintiff alleges that malicious webpages are using the plaintiff's name with misleading clickbait content, purporting to host videos related to the plaintiff, and redirecting users to unrelated pornographic or obscene content and that this creates a false and damaging association, tarnishing the plaintiff's reputation and goodwill. The plaintiff further alleges that the misuse exposes the plaintiff to public ridicule and reputational injury, and constitutes infringement of personality and publicity rights, and misappropriation of goodwill for financial benefit.

29. The plaintiff states that unknown individuals are operating unauthorized Instagram accounts impersonating the plaintiff, misappropriating his identity and persona, and misleading the public. It is alleged by the plaintiff that this amounts to unauthorized commercial exploitation of the plaintiff's goodwill, reputation, and popularity, diluting exclusivity and eroding trust in the plaintiff's official presence. The plaintiff asserts that platforms like GIPHY and Tenor provide monetization frameworks for verified creators to commercially exploit their digital content, including GIFs and stickers.

30. The plaintiff alleges that certain online platforms and entities have wrongfully published and circulated the plaintiff's purported contact details without consent, enabling commercial exploitation and misappropriation of



the plaintiff's identity and that this unauthorized dissemination is often accompanied by monetized interfaces, generating revenue through user traffic and engagement.

31. The plaintiff further alleges that defendants are disseminating unauthorized content using the plaintiff's name, likeness, persona, and distinctive attributes without consent, misleading the public and exploiting the plaintiff's personality and publicity rights and that this poses a risk of reputational harm and dilutes the plaintiff's goodwill.

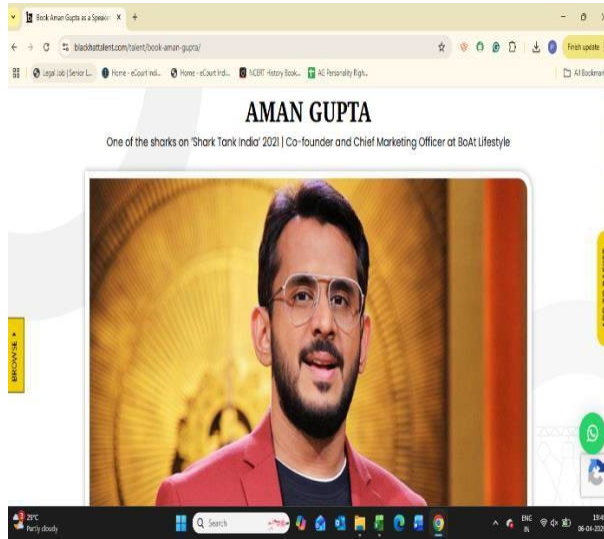
32. Predicated on the above, plaintiff states that his copyrights, both statutory and in common law, over varied facets of his personality may be protected by passing an ex-parte ad-interim dynamic injunction. Additionally, the plaintiff also asserts that the right to privacy as enshrined in Article 21 of the Constitution of India, 1950 may also be protected.

33. Having heard the learned senior counsel for the plaintiff and perusing the contents of the plaint and after having examined the various documents on record containing the images, links and other purported infringing material and actions, this Court is of the considered opinion that an *ex-parte ad-interim* injunction is in order.

34. Having regard to the fact the plaintiff has alleged infringement of his registered trademarks as also his personality rights, it would be worthwhile to appreciate the said acts by pictorial representation annexed with the list of documents of the plaint. As an illustration, some of such pictorial representations of the alleged infringement of the trade mark as also the personality rights are extracted hereunder:



Defendant no. 6



Defendant no.7

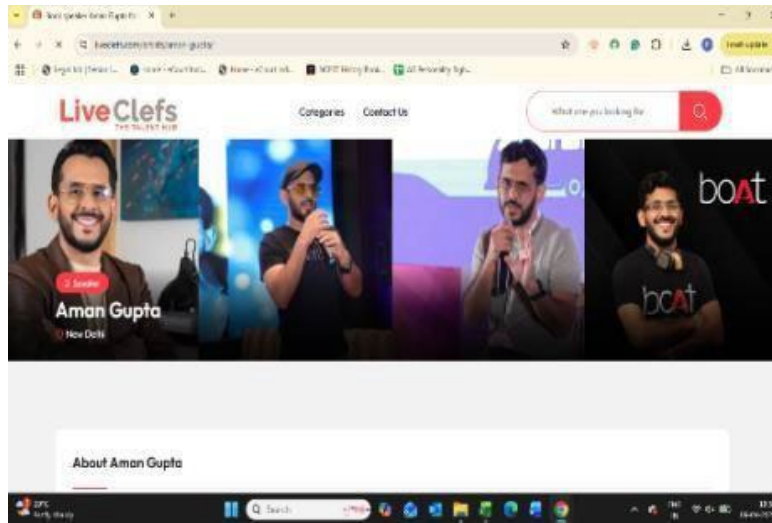


Defendant no.8





Defendant no.9



Defendant no.10

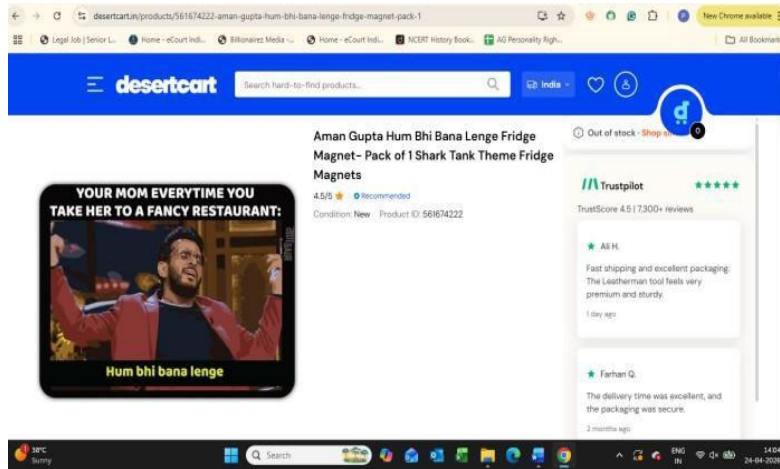


Defendant no.11

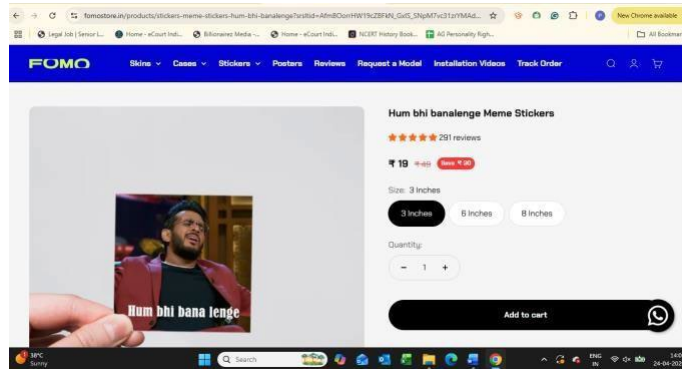




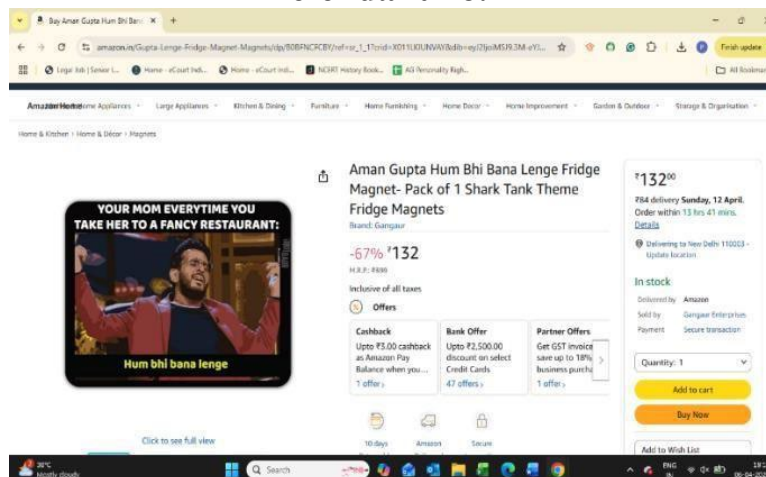
Defendant no.12



Defendant no.13

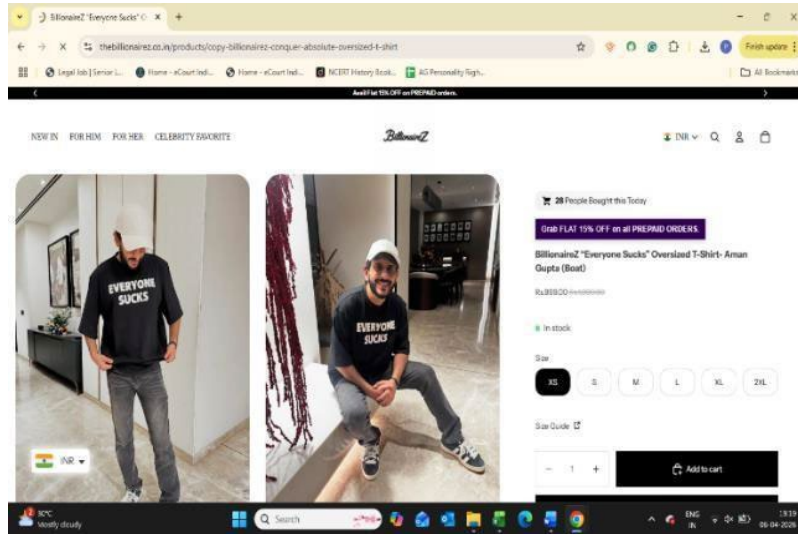


Defendant no.14

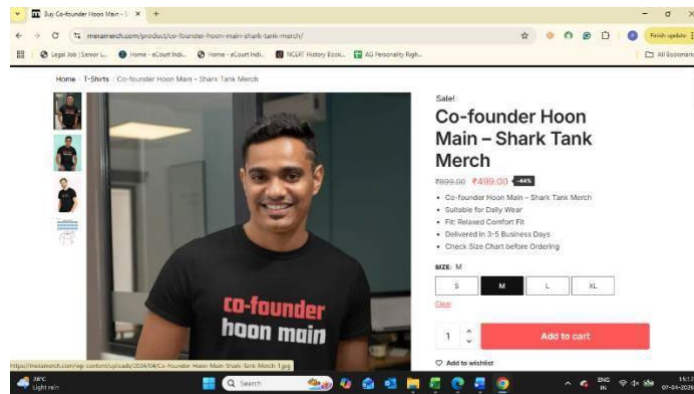




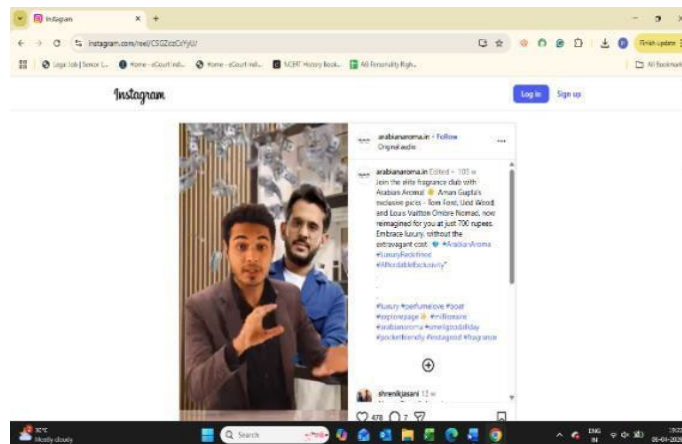
Defendant no.15



Defendant no. 16

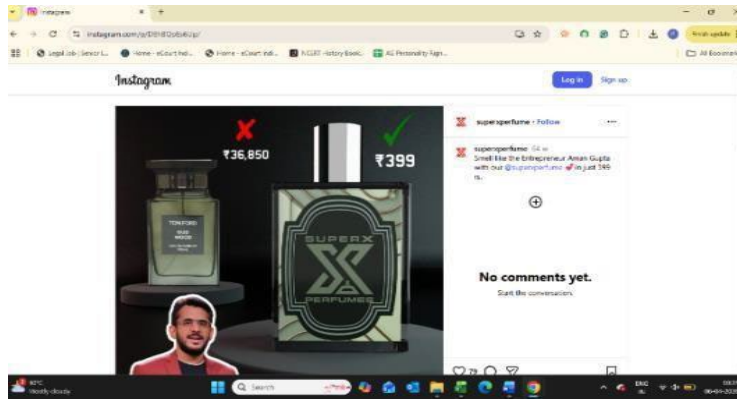


Defendant no.17

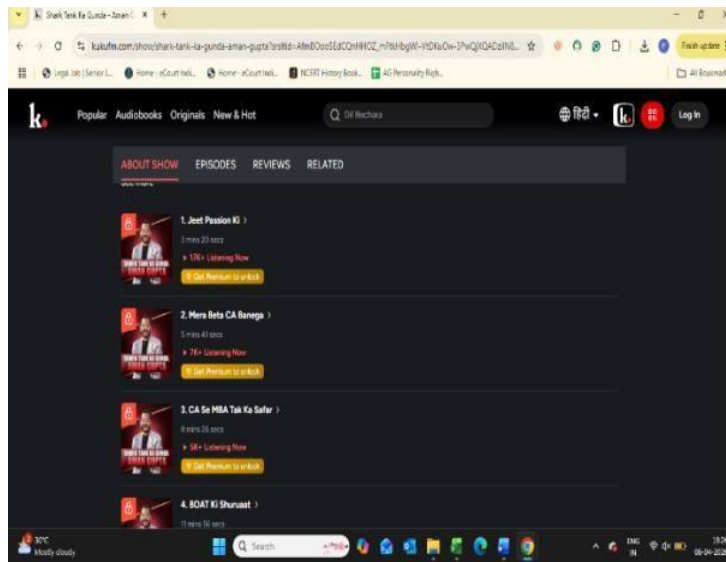




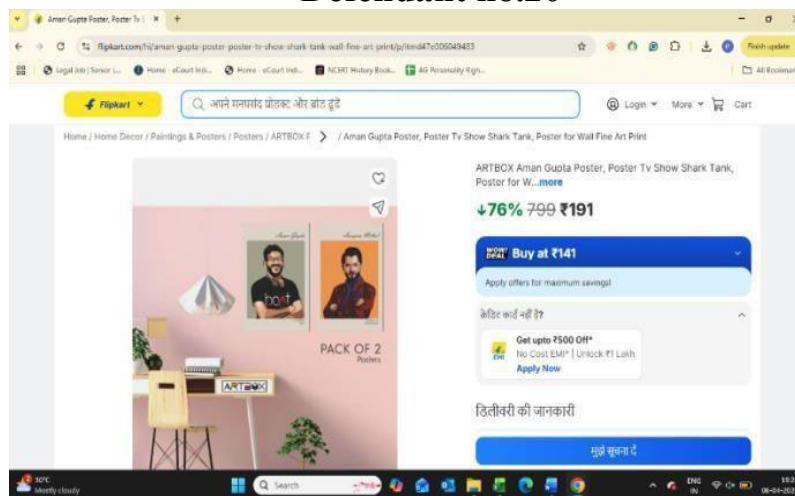
Defendant no.18



Defendant no.19

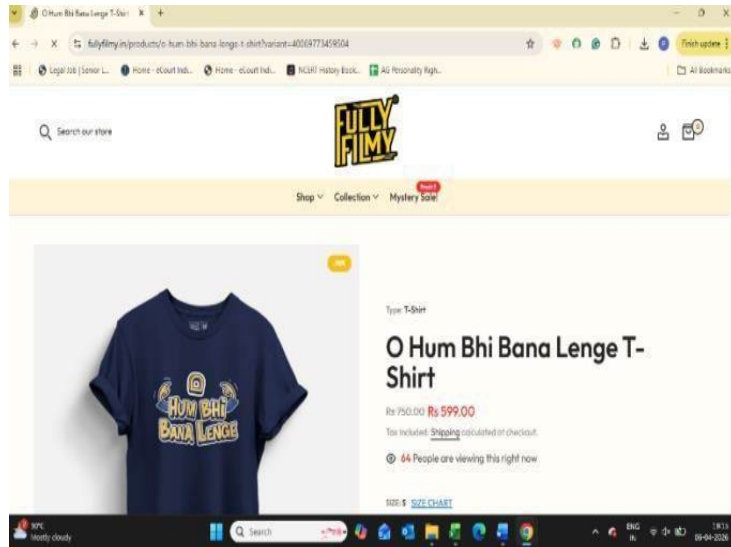


Defendant no.20

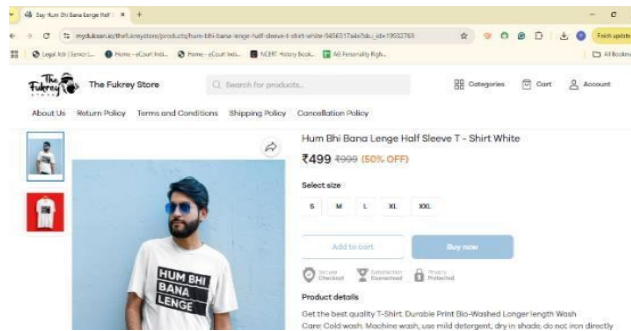




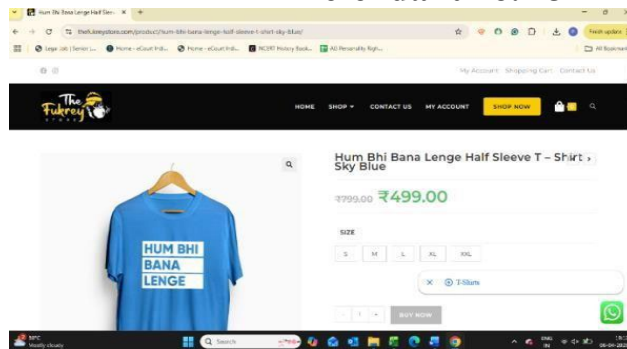
Defendant no.21



Defendant no.22

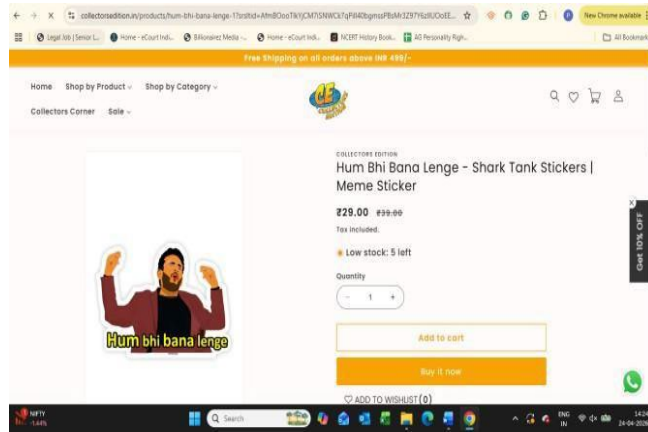


Defendant no. 23

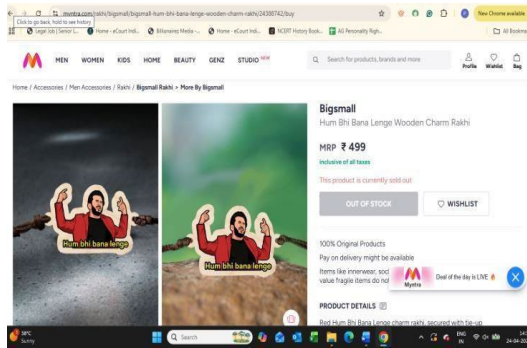




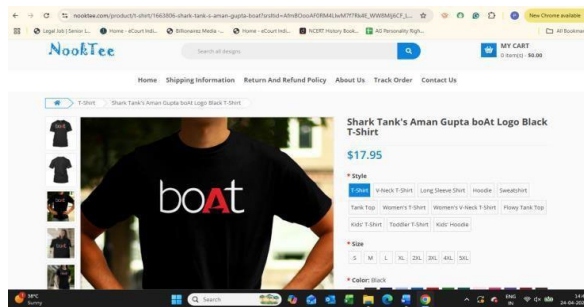
Defendant no.24



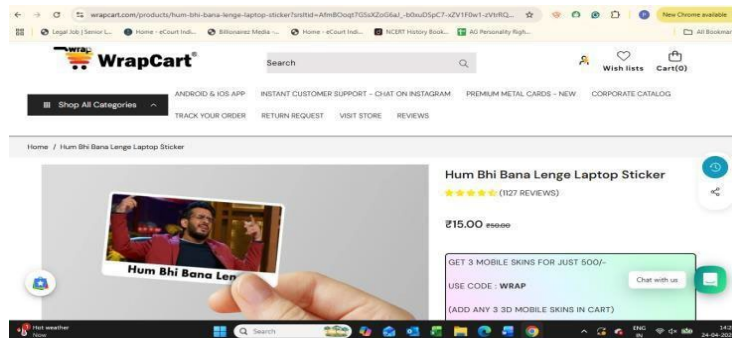
Defendant no. 25



Defendant no. 26

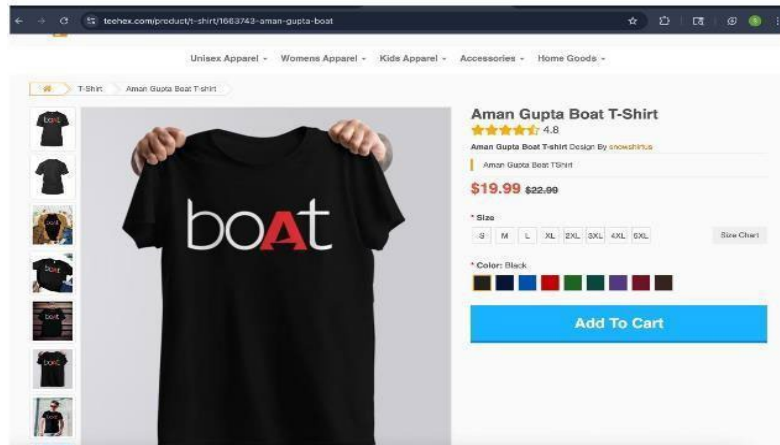


Defendant no.27

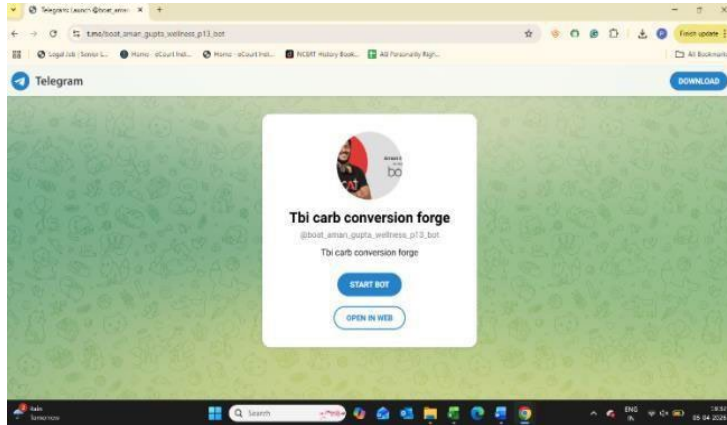




Defendant no.28



Defendant no.29



Defendant no.30

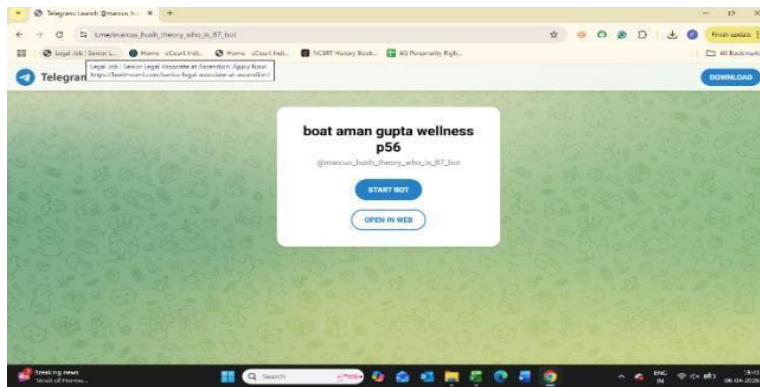




Defendant no.31



Defendant no.33

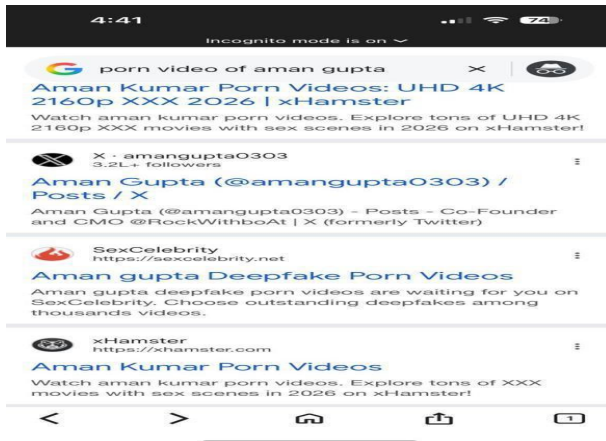


Defendant no.34

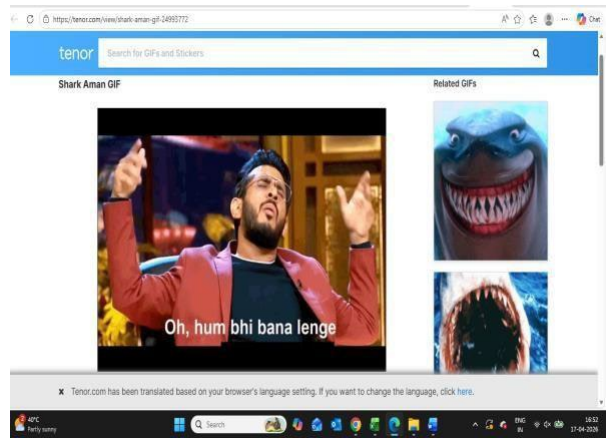




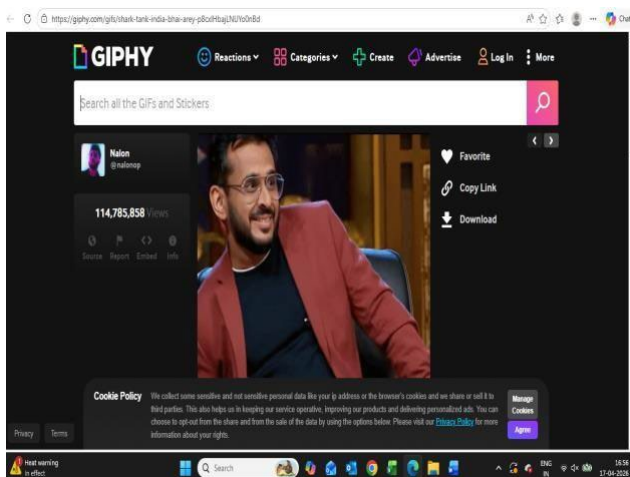
Defendant no.35



Defendant no.36

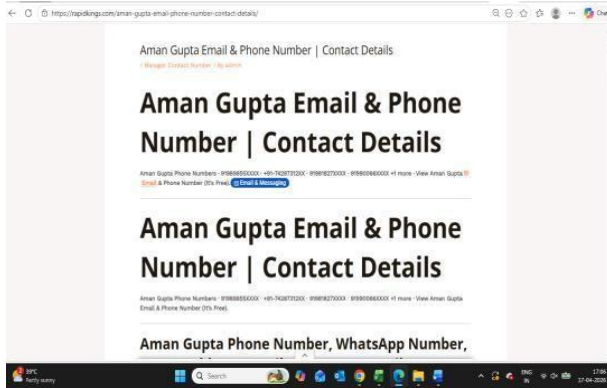


Defendant no.37

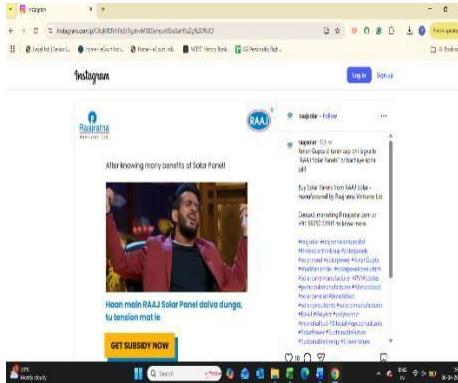




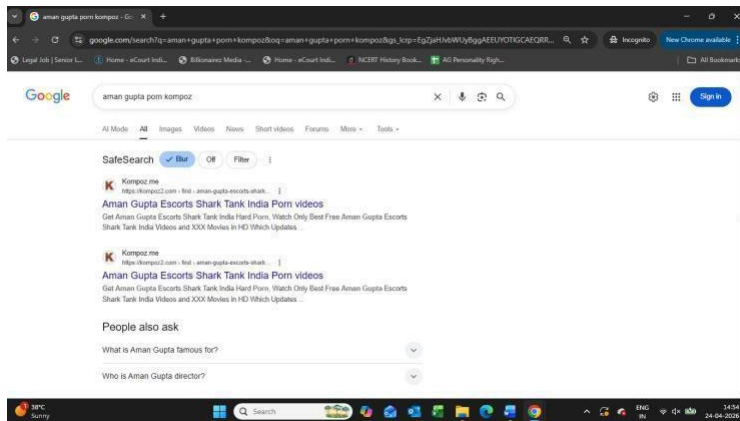
Defendant no.41



Defendant no.42

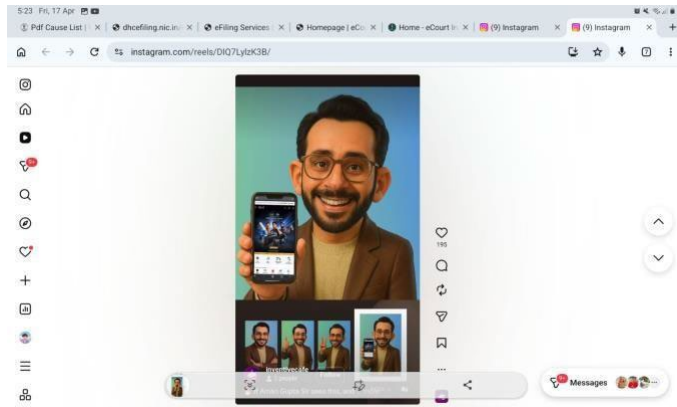


Defendant no.43





Defendant no.44



35. The material placed on record as also the averments describing the personality traits and other attributes of the plaintiff demonstrate that the plaintiff in a short span of his career has achieved certain milestones which have entrenched him in the business and industry circles in India as also exposed him to certain significant international forums. The awards and recognitions received by him in the last many years depict recognition of the quality of an astute business person within the industry. The nature of programmes/TV series etc. also are a pointer to the sharp industry acumen and analytical as also financial soundness that the plaintiff exuberates. The temperament to register the trade mark slogans by the plaintiff demonstrates vigilance for protection of his trade marks. The manner in which the defendants are exploiting his name, voice, persona, slogans, registered trade marks of the plaintiff positively assert the underlying fact of plaintiffs' personality which are exclusive to him and none else. At this stage, these qualities and the aforesaid attributes are sufficient for the Court to prima facie reach an opinion that the registered trade marks and the personality rights of the plaintiff are being infringed.

36. It goes without saying that the sexually explicit material/videos created by the defendants using the personality traits and attributes of the plaintiff, surely is an aspect which needs immediate and urgent consideration by the



Court whether the same are predicated on personality rights or not. However, it is not to say that the issue of personality rights is unnecessary in such circumstances as the only motive to create such sexually explicit videos etc. could possibly be for unlawful financial gains and resulting in unjust enrichment.

37. Ms. Diya Kapur, learned senior counsel has handed over to the concerned defendants a compilation of links/URLs which are required to be taken down. Learned counsel for the defendants state that the concerned URLs shall be taken down in compliance of the orders of this Court.

38. Having regard to the above, it is found necessary, at this stage, to pass the necessary following directions:

- A. Defendant nos.1, 6 to 45, their associates, partners, directors, officers, family members, servants, agents, or anyone acting on their behalf, are restrained from misusing or exploiting the plaintiff's name, likeness, image, voice, photos, videos, GIF, contact details, or any aspect of the plaintiff's persona, without express written authorization, including through AI, deepfake technology, or any medium, resulting in infringement of the plaintiff's personality and publicity rights;
- B. Defendant nos.1, 6 to 45, their associates, partners, directors, officers, family members, servants, agents, or anyone acting on their behalf, are restrained from infringing the plaintiff's registered trademark as specified in the suit;
- C. Defendant nos.1, 6 to 45, their associates, partners, directors, officers, family members, servants, agents, dealers, or anyone acting on their behalf, are restrained from passing off their goods or services as those emanating from, sponsored by, endorsed by, or associated with the plaintiff, by infringing the plaintiff's personality and publicity rights and/or trademarks, including through AI, deepfake technology, or any



medium.

- D. Defendant nos.1, 6 to 45, their associates, partners, directors, officers, family members, servants, agents, dealers, or anyone acting on their behalf, are restrained from creating, uploading, sharing, or making available any content bearing the plaintiff's name, image, video, likeness, voice, GIF, contact details, etc., without express written authorization, using AI or any technology, misappropriating, tarnishing, or diluting the plaintiff's goodwill and reputation.
- E. Defendant nos.2 to 4 are directed to immediately delete/block/remove/take down any post/video/text or any other material which is published on its platform and/or utilising its platforms as mentioned in Annexure-A attached with this order; and disclose the mobile numbers, user ids, email ids and all other information as available with defendant no.2 to 4 for the users of the profiles / accounts / pages of the defendant nos.29 – 39 and 43, as identified by the plaintiff in the plaint;
- F. Defendant nos.34, 35, and 43, their representatives, agents, licensees, subsidiaries, affiliates, and persons acting under their instructions, are restrained from hosting, uploading, publishing, or making available obscene, pornographic, morphed, or AI-generated deepfake content depicting the plaintiff or using the plaintiff's name, likenesses or brand identifiers.

39. If any further websites are discovered by the plaintiff during the pendency of the suit, the plaintiff is at liberty to communicate the details of such websites, including their domain names and URLs to defendant nos.2 to 4. Upon receiving such intimation from the plaintiff, alongwith supporting evidence, defendant nos.2 to 4 are directed to forthwith lock or suspend the domain name registrations of such newly discovered infringing websites. In



case of any impediment, defendant nos.2 to 4 are at liberty to intimate the plaintiff who is at liberty to approach this Court for further orders.

40. For any further infringing websites discovered by the plaintiff, which are found to be infringing or violating the plaintiff's personality rights, the plaintiff shall be at liberty to approach the learned Joint Registrar (Judicial) by filing an appropriate application under Order I Rule 10, CPC for impleadment of such infringers.

41. For extension of the present *ex-parte ad-interim* injunction against such newly discovered infringers, the plaintiff shall also be at liberty to approach this Court in accordance with law.

42. If any website, which is not primarily an infringing website, is blocked in pursuance of this Order, it is permitted to approach the Court by giving an undertaking that it does not intend to do any illegal dissemination of the content over which the plaintiff has copyright and the Court would consider modifying the injunction if the facts and circumstances so warrant.

43. Issue notice.

44. Let a reply to this application be filed by the defendants within four weeks from service. Rejoinder, thereto, if any, be filed within two weeks thereafter.

45. Compliance of Order XXXIX Rule 3 of CPC shall be done within ten days from date.

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46. Let the plaint be registered as a suit.

47. Upon filing of the process fee, issue summons of the suit to the defendants through all permissible modes.

48. The summons shall state that the Written Statement shall be filed by the defendants within 30 days from the date of the receipt of summons. Alongwith the Written Statement, the defendants shall also file Affidavit of



Admission/Denial of the documents of the plaintiff, without which the Written Statement shall not be taken on record.

49. Liberty is granted to the plaintiff to file Replication, if any, within 30 days from the receipt of the Written Statement. Along with the Replication filed by the plaintiff, an Affidavit of Admission/Denial of the documents of defendants be filed by the plaintiff, without which the Replication shall not be taken on record.

50. In case any party is placing reliance on a document, which is not in their power and possession, its details and source shall be mentioned in the list of reliance, which shall also be filed with the pleadings.

51. If any of the parties wish to seek inspection of any documents, the same shall be sought and given within the prescribed timelines.

52. List before the Joint Registrar (Judicial) on 03.08.2026 for completion of service and pleadings.

53. List before the Court on 01.10.2026.

TUSHAR RAO GEDELA, J

MAY 7, 2026/anj,yrj,rl



ANNEXURE – A

SL. NO.	DFDT.	LINKS
1.	6	https://blackhattalent.com/talent/book-aman-gupta/ https://blackhattalent.com/?search=advanced&s=aman+gupta&talent-cat=
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